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AUTHOR Kiernan, Gene E.
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ABSTRACT

To assess the impact of rhetorical research within the field of speech communication as it contributes to the arts and humanities, a study analyzed major articles that appeared in the "Quarterly Journal of Speech" from 1970-1980. Citation measurement was made possible through the use of the "Arts and Humanities Index," a multidisciplinary index to the journal literature of those fields. Of the 354 major articles published, 232 were selected as showing a direct interdisciplinary relationship within the arts and humanities. Of these, 39 were authored by representatives of disciplines associated with the arts and humanities outside the field of speech communication. Through a cross-referencing process, 58 citations representing 46 journal articles were listed in the 1978-1980 index. Of these 58 citations, 18 citations of 13 articles, representing 9 authors, were cited in speech communication journals. Of the citations in nonspeech communication journals, 11 citations of 9 articles were by authors identified with membership in the Speech Communication Association; of these 11 citations, 4 were authors citing themselves. The findings suggest that the impact of speech communication research related to rhetorical studies and the humanities is of little consequence, and that the diversity of application within speech communication may be both a blessing and a constraint. (A list of authors cross referenced in the study is appended.) (HOD)

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WHAT DOES SCA AUTHORED RHETORICAL RESEARCH CONTRIBUTE TO THE
ARTS AND HUMANITIES? A CITATION ANALYSIS OF QJS 1970-1980.

Gene E. Kiernan, Ph.D.
Associate Professor

Department of Communication Arts
University of Dayton
Dayton, Ohio

Speech Communication Association
Anaheim, CA.
November 12-15, 1981

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This study is an attempt to assess the impact of rhetorical research within the field of Speech Communication insofar as it contributes to the Arts and Humanities as distinguished from the Social Sciences and Sciences.

As defined at the Wingspread Conference of 1970:

Rhetorical studies are humanistic studies. They focus on how and in what ways man uses and is used by symbols of inducement; how man's symbol-using affects and determines personal and social decision-making, what values guide his conduct. Rhetoric is not exclusively a study of public speaking; its concern encompasses symbols of inducement whether they are expressed as speeches, essays, in films, drama, novels, poems, or demonstrations.¹

Further, the Committee on the Scope of Rhetoric and the Place of Rhetorical Studies challenged rhetorical scholars "to communicate publicly the result of research for general use and "the furtherance of interdisciplinary work in rhetorical studies"2

In his article, "Criticism of Communication Theory and Research: A Critical Celebration," David R. Siebold states that one measure of impact or contribution is the "utilization of one's findings in others' work."³ Therefore, this study adapts as its measurement of impact the frequency usage of Speech Communication rhetorical publications by those in allied disciplines of the Arts and Humanities: Archaeology, Architecture, Art, Classics, Dance, Film, TV and Radio, Folklore, History, Linguistics and Philology, Literature, Music, Philosophy, Theater, Theology and Religious Studies.

Source citation as a measure of impact is controversial; however, "there is less resistance to this idea among humanistic scholars than among scientists," even though its use and apparent impact prediction success has most often been applied to scientific studies.⁴ For example, a 1967 study by Eugene Garfield gave a list of fifty of the most cited scientific authors. In 1973 it was noted: "In this list will be found all of the Nobel Prize winners for 1972 and also winners for the preceeding five year period with few exceptions."⁵

An objective source citation measurement of publications in the Arts and Humanities has only recently been made possible with the publication of the Arts and Humanities Index, a multidisciplinary index to the journal literature of the Arts and Humanities. To date four complete years have been published, 1977-1980, and the intention is to process one preceeding year for every current year.

The Index has increased the number of journals covered to over one thousand in 1980. Also in 1980 the Index added a "Selectively covered Source Journals" data base by "including selected articles from the sciences and social sciences with content related to the humanities." These articles are "retrieved from the over 4,500 journals covered by the Science Citation Index and Social Sciences Citation Index." Because the 1977 Index was not available, this study is limited to the Arts and Humanities Citation Index (A & HCI) from 1978-1980.

Of necessity one must choose a data base, authors and specific publications to cross reference. In the article cited by David E. Siebold, he states: "Journals are probably the major repository of our fields of knowledge . . ."⁶ Accepting this assumption, with reservations to be addressed later, the Quarterly Journal of Speech from 1970-1980, a ten year span since the Wingspread Conference, was chosen as the data base. The choice is based on the belief that QJS as a national journal of the Speech Communication Association has a history of consistently exhibiting a primary interest in publishing humanities related research. Further, QJS publications reflect the interdisciplinary scope of rhetoric and publish authors from allied humanistic disciplines.

From February 1970 - December 1980, QJS published 354 major articles. This number does not include "Forum" or "Colloquy" contributions. Of these 354 articles, 232 were selected as evidencing a direct interdisciplinary relationship within the Arts and Humanities. Evidence of relationship was concluded from an examination of the article's title, content, and sources cited.

Of the 232 articles used as a data base, 39 were authored by representatives of disciplines associated with the Arts and Humanities outside the field of Speech Communication. See Appendix 1 for authors and articles cross-referenced with A & HCI.

Appendix 2 demonstrates the results of the cross-referencing process. Specifically, of the 232 selected articles by 250 authors published in QJS from 1970-1980, 58 citations representing 46 journals articles are listed in the 1978-1980 A & HCI.

Of these 58 citations, 18 citations of 13 articles, representing 9 authors are cited in speech communication journals. 37 citations representing 33 articles by 27 authors are cited in journals not allied with speech communication, and three citations are cited in books. Of the citations in non-speech communication journals, 11 citations of 9 articles are by authors identified with membership in SCA. Of these 11 citations, 4 are authors citing themselves.

If one accepts journals "as the major repository of our field," the conclusion of this research would have to be that the impact of speech communication research related to rhetorical studies and the humanities as represented by QJS publications from 1970-1980 is of little consequence.

However, the assumption needs to be examined as it pertains to studies in the Arts and Humanities. Though citation studies are few and limited in scope, at least five, one by Broadus (1953) in speech, indicate that books are more often the primary source of information in the humanities.⁷ Eugene Garfield, President, Institute for Scientific Information, makes the same assertion.⁸ And to reinforce this belief, the A & HCI began a policy of covering books in 1979. In the 1980 index approximately 250 books are covered with plans to increase the number in future years. The emphasis is on multi-authored books and most will be collections of scholarly papers.

Though books are accepted as more valuable sources of information by researchers in the Arts and Humanities, it will be some years before A & HCI can be used to assess impact on that basis. Thus one is left with journal usage, an imperfect data base.

But what of the yardstick A & HCI? How valid is its usage in evaluating the impact of Speech Communication publications? We must go back to the Wing-spread Conference statement: "Rhetorical studies are humanistic studies." The assumption may be valid for members of the Conference and of SCA, but it is not shared by the editors of A & HCI.

The allied disciplines of Arts and Humanities listed on page one duplicate the subjects covered by the Index. Though the 1980 Preface states: "Virtually every discipline in the arts and humanities is covered;" neither speech nor rhetoric is included. No journals representing Speech Communication publications are "fully covered source journals." The recognition of Speech Communication journals as having any relevance to the Arts and Humanities began in 1980 in the "Selectively Covered Source Journals" and is limited to: Quarterly Journal of Speech, Central States Speech Journal, and Communication Education. Again, the source for the selected journals are those covered by the Science Citation Index and Social Sciences Citation Index.

In his 1967 article, "Now the Greatest Changes of All Are Due to Come," Gerald M. Phillips stated: "Speech can no longer be regarded exclusively as an art form." He further challenged the humanist to abandon concern for the past and join communication technologists "to resolve old problems, using old ways to help people solve new ones."⁹ More recently in Spectra, September, 1981, Professor Miller, referring to his 1967 article, states: "I do not believe that article had any effect. I believe our present research establishment has made little progress. It is isolated from other disciplines, outmoded, and derivative. We write to each other, read the same books and articles,

and cite the same sources."

Others must speak to the impact of speech communication research on the social sciences and sciences. This study clearly demonstrates that those allied with the humanities in the field of speech communication are not only isolated but are ignored.

Perhaps Professor Miller has been more influential than he realizes. At least with respect to the humanities, those in the field of speech communication have apparently thrown the baby out with the bath water. Once chastized for their over-specialization, they are now ignored by those they once shared an agreed upon traditional heritage. The result is as Professor Miller states: "We write to each other, read the same books and articles, and cite the same sources."

The Wingspread Conference "applauded the creation of the journal Philosophy and Rhetoric;" it is included among the A & HCI fully covered source journals. The impact has been minimal considering the time span of ten years. See Appendix 2. A & HCI lists 13 citations in Philosophy and Rhetoric, representing 7 articles. Authors that can clearly be identified as SCA members are responsible for five of the articles and 11 of the citations. Only two authors outside the field of speech communication utilized QJS research related to the humanities.

We may be our own Brutus. The emphasis on publishing association journals as opposed to sponsored books may preclude usage by others in the humanities, if indeed books are the primary resource. For example, William Samuel Howell published one article in QJS during the time period 1970-1980 and it was cited once. In comparison, Professor Howell's books received 13 citations in 1978; 20 citations in 1979, and 15 citations in 1980. Of the total of 48 citations, only 2 were in speech communication journals. Consider that the 232 QJS journal articles for 1970-1980 yielded 58 citations.

There is perhaps another example to be noted from Professor Howell's recognition; namely, our diversity of application may be both a blessing and a constraint. On the departmental level, as an attraction for majors and in the development of curricula to attract a wide range of interests, diversity is and has been an economical blessing. To quote the popular song, "we have the whole (communication) world in our hands."

However, economic success and scholarly recognition are not necessarily seen as having equal value. Indeed, the more modern perception by allied humanistic disciplines of our burgeoning multi-faceted academic complex is best described as sophistry enhanced by technology.

We may summarily dismiss the accusation as an indication of moldy thinking or academic jealousy, but individual department members who must teach all things to all comers will pay the price of diversity. One needs time and support for specialization. A review of A & HCI illustrates that the perceived usefulness of a specific author's research is in proportion to the author's continued specialization.

This study must conclude that given the perception of speech communication by those in the Arts and Humanities, the impact of journal usage can only be imperfectly assessed.

If there is to be a change those committed to humanistic studies within the field of speech communication, must actively build bridges. This was the charge of the Wingspread Conference in 1970.

What to do? First, the editors of A & HCI should be persuaded that by excluding rhetoric, their resource is woefully deficient. Since 1979, the Speech Communication Association has been represented on the Editorial Policy Board of A & HCI: SCA member Donald Edward Staples, Director, Division of Radio, TV, Film Department of Speech Communication and Drama, North Texas State University. SCA needs to use this opportunity as a lever to gain acceptance,

not only to the "Subject List," but also to the list of "Fully Covered Source Journals."

Second, individually we need to become active ambassadors in our own academic communities. Our colleagues need to be educated. On the author's campus a survey of 31 responding humanities faculty not one admitted to reading a journal published by the Speech Communication Association. To the question: Are their published communication research scholars that you believe have contributed to either your discipline or your special interest? - 20 either answered, no, not sure, or no response. The remaining 11 cited the following: U.P. Webb, Wm. Langer, R.R. Palmer (a History respondent); Wayne C. Booth, E.P.J. Corbett, Sean McMahon, Dorothy Richardson, Marshall McKuhan, Walter Ong, Kenneth Burke, Ross Winterowd, Richard Larson, P. (sic) Ehninger, C.R. Gruner, J.C. McCrosky, Ronald Applebaum, (English respondents); Bridghistle, Bateson, and Edward T. Hall, (anthropology respondent). Clearly, there is some confusion and work to be done. Those goals set forth by the Wingspread Conference pertaining to activities at the institutional level need to be reviewed and our progress assessed.

Third, on the national level the very structure of the association tends to keep every one in their own ghetto. The more recent sharing of sponsored programs is a positive step. However, the real nexus may be in state organizations who can, because of their proximity, more easily build bridges of understanding through interdisciplinary programs, speakers from outside speech communication and interaction between graduate students of allied humanistic interests.

Fourth, we should review the publication policy of the association. To some extent, "citation frequency reflects a journal's value and the use made of it, . . ."¹⁰ When did we last evaluate our journals? If books are perceived as having more value for research in the humanities, should the present policy

allocating funds for publications be re-evaluated? Do we need a new award for the member who has done the most to carry the word that we in speech communication who continue to be committed to the humanities have something to contribute to the intellectual community?

Finally, if we are to go out an influence other disciplines in the humanities, we need to challenge ourselves to publish in journals outside of the field of speech communication. Promotion committees might well consider giving greater weight to such successful endeavors. Furthermore, in view of the A & HCI stated recognition, the current low opinion of multi-authored books and collections of scholarly papers should be reexamined by academic promotion and tenure committees.

Isolated? Yes. Outmoded? Surely there is still a need for what the humanistic researcher does best: the cumulative study of "those achievements which make up our cultural heritage."¹¹ Derivative? Such is the nature of traditional humanistic research.

Professor Phillips believes if we do not return to our "ancient tradition of social awareness and consciousness," we "may well find ourselves in a different discipline in the decade to come."¹² In following Professor Miller's clarion call for change, those within the field of speech communication committed to the humanities should welcome the challenge. However, if that means foregoing our ancient tradition our destination may not be another discipline, but increased dependency on the basic speech course, not only for our bread and butter, but also for our reputation in the community of scholars.

Footnotes

¹Lloyd F. Bitzer and Edwin Black, eds., The Prospect of Rhetoric, Report of the National Development Project (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1971), p. 210.

²Ibid., p. 209, 216.

³David R. Siebold, "Criticism of Communication Theory and Research: A Critical Celebration," Central States Speech Journal, 30 (1979), 33.

⁴Eugene Garfield, "Is Information Retrieval in the Arts and Humanities Inherently Different From That in Science? The Effect that ISI's Citation Index for the Arts and Humanities Is Expected to Have on Future Scholarship," The Library Quarterly, 50 (1980), 56.

⁵Eugene Garfield, "Citation and Distinction," Nature, 242 (1975), 485.

⁶Siebold, 37.

⁷Lois Bebout, Donald Davis, Jr., and Donald Oehlerts, "User Studies in the Humanities: A Survey and a Proposal," RQ, 15 (1975), 41.

⁸Garfield, The Library Quarterly, 45.

⁹Gerald M. Philips, "Now the Greatest Changes of All Due to Come," Journal of Communication, XVII (1967), 166, 167.

¹⁰Eugene Garfield, "Citation Analysis as a Tool in Journal Evaluation," Science, 178 (1979), 476.

¹¹Gerald M. Philips, "Researchers as Brethren," Spectra, Sept. 1981, p. 2.

¹²Garfield, The Library Quarterly, 42.

APPEXDIX 1.

Alphabetical List of Authors Published in QJS 1970-1980 Cross Referenced with Arts and Humanities Index

Authors -Total-232

Articles-Total-250

<u>AUTHOR</u>		<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
ABEL, Leslie Gilliam	(Co-Author)	59	4	436-442
ADLER, Keith		64	4	427-438
*ADLER, Thomas P.		61	1	48-58
		65	4	429-438
ALTMAN, Ross	(Co-Author)	LVII	2	140-146
ANDREWS, James R.		LVI	2	187-195
BARRINGER, M.S.		63	2	180-195
*BAUMAN, Richard		LVI	1	67-74
*BENNETT, W. Lance		63	3	219-238
		65	3	311-323
BENOIT, William Lyon		66	2	182-192
BENSON, Thomas W.		60	1	1-13
*BERENS, John F.		63	3	290-297
BEVILACQUA, Vincent M.		58	1	70-83
BLACK, Edwin		LVI	2	109-119
BLEISE, John		63	4	364-383
GOGUSH, George E.		LVI	3	245-255
BORMANN, Dennis R.		LVII	3	298-305
		66	2	169-181
BORMAN, Ernest G.		58	4	396-407
BRAKE, Robert J.		LVI	2	205-213
BRAUN, John E.		64	4	409-414
BROCKRIEDE, Wayne		60	2	165-174
BROWNE, Robert M.		LVII	2	134-139

APPEXDIX 1, Con't.

<u>AUTHOR</u>		<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
BROWNLOW, Paul C.		58	4	431-440
BUELL, Laurence, J., Jr.		58	1	58-69
BURGCHARDT, Carl R.		66	4	375-391
BURGESS, Parke G.		LVI	2	120-130
BURLESON, Brant R.	(Co-Author)	65	4	412-428
BYTWERK, Randall L.		61	3	306-318
CAMPBELL, John Angus		60	4	442-449
		61	4	375-390
CAMPBELL, Kathryn Kohrs		59	1	75-86
		61	1	1-12
		66	3	304-312
CAMPBELL, Paul Newell		59	3	284-296
		61	4	391-409
CARLTON, Walter M.		64	3	313-328
*CARPENTER, Ronald H.		63	2	117-129
CARTER, David A.		66	4	365-374
CHERWITZ, Richard A.	(Co-Author)	65	1	12-24
		66	1	32-50
CLARK, Ruth Anne	(Co-Author)	65	2	187-206
CONLEY, Thomas M.		63	4	384-394
		65	1	74-79
CONVILK, Richard		LVI	4	426-431
COX, J. Robert		60	3	359-370
CRABLE, Richard		64	1	23-32
CRAGAN, John F.		63	3	274-289
CROWELL, Laura		63	2	152-167
CUSHMAN, Donald P.	(Co-Author)	59	3	319-329
DANIEL, JACK L.	(Co-Author)	62	1	26-39

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<u>AUTHOR</u>		<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
DELIA, Jesse G.		63	1	66-83
	(Co-Author)	65	2	187-206
DICKENS, Milton	(Co-Author)	LVII	1	32-42
DIETZ, Stanley		59	1	40-51
DORGAN, Howard		59	1	40-51
		60	1	83-91
DURHAM, Weldon B.		66	4	351-364
*Elliott, Emory B., Jr.		58	1	48-57
ERICKSON, Keith V.		63	4	428-438
ERLICH, Howard S.		63	2	140-151
FARRELL, Thomas B.	(Co-Author)	61	1	40-47
		63	3	329-334
	(Co-Author)	62	4	333-349
*FAVORINI, Attilio		58	2	199-208
FEEHAN, Michael		65	4	405-411
FISHER, Jeanne Y.	(Co-Author)	60	1	58-68
		60	2	175-189
FISHER, Walter R.		64	4	376-384
		66	2	119-126
FOSS, Sonja K.		65	3	275-288
FREEMAN, William		LVI	1	61-66
FRENTZ, Thomas S.		60	2	125-133
	(Co-Author)	61	1	40-47
	(Co-Author)	62	4	333-349
FULKERSON, Gerald		60	1	69-82
*FULKERSON, Richard P.		65	2	121-136
FUNK, Alfred A.		58	2	152-160
GAINES, Robert N.		65	2	207-217
GEIGER, Don		59	3	311-318

APPEXDIX 1, Con't.

<u>AUTHOR</u>		<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
*GILLESPIE, Patti P.		58	3	313-321
		64	3	284-294
*GOLDHAMER, Allen D.		59	1	87-98
GODWIN, Paul D.	(Co-Author)	65	3	289-302
GORELIK, Mordecai		60	3	265-278
GOTTLIEB, Lois C.		64	4	415-426
GRAVLEE, G. Jack	(Co-Author)	59	4	463-473
GREGG, Richard B.		61	2	154-168
GRIBBEN, Alan		62	1	49-56
*GRIBBIN, William		59	3	297-303
GRIESON, John		LVII	2	221-228
GRIMSTEAD, Davis		LVI	3	235-244
GRONBACK, Bruce E.		58	4	418-430
*GROSS, Nicolas P.		60	3	296-305
GROSSBY, Lawrence		65	3	235-249
*HALLIHAN, Thomas A.	(Co-Author)	65	1	1-11
HALLORAN, Sam		62	3	234-241
HAMMERBACK, John C.		58	2	175-183
HAMPEL, Judy		63	3	298-310
HANCOCK, Brenda Robinson		58	3	264-271
HARGIS, Donald E.		LVI	4	388-397
HARRISON, A. Cleveland		LVI	1	45-53
*HASKEL, Robert E.		64	3	233-245
HAUSER, Gerald	(Co-Author)	59	3	319-329
HAWES, Leonard C.		62	4	350-360
*HAYES, Joseph L.		62	3	256-266

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		65	4	392-404
HEMMER, Joseph J., Jr.		LVI	4	406-416
HENSLEY, Carl Wayne		61	3	250-264
HERSEY, D. Ray		LVI	1	13-21
HIKINS, James W.	(Co-Author)	65	1	12-24
HILL, Forbes, I.		58	4	373-386
HOBAN, James L., Jr.		66	3	275-288
HOLTON, OrieY. J.		LVI	3	256-263
HOWELL, William Samuel		62	3	221-233
HYDE, Michael	(Co-Author)	65	4	347-363
		66	2	140-154
ILKKA, Richard J.		63	4	413-427
IRVINE, James R.	(Co-Author)	58	3	272-284
	(Co-Author)	59	4	463-473
IVIE, Robert L.		60	3	337-345
JACKSON, Sally	(Co-Author)	66	3	251-265
JACOBS, Scott	(Co-Author)	66	3	251-265
JAMIESON, Kathleen M.		60	2	201-211
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		66	1	51-72
JENKENS, Steven	(Co-Author)	58	4	441-450
JENSEN, J. Vernon		63	1	43-50
JOHANNESSEN, Richard L.		LVII	4	373-382
JOHNSON, Josephine		LVII	1	68-72
JOHNSON, Robert C.		61	1	59-70
JOHNSTONE, Christopher L.		60	3	313-322
*JOHNSTONE, Henry W., Jr.		59	4	381-389

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<u>AUTHOR</u>		<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
*JONES, John Bush		59	4	443-451
*JONES, W.R.		LVII	3	274-283
KANE, Peter E.		LVII	1	43-49
KAUFER, David S.		64	1	63-78
		65	2	171-186
*KAUFMAN, Michael W.		58	2	191-198
KENDALL, Kathleen Edgerton	(Co-Author)	60	1	58-68
KIDD, Virginia		61	1	31-39
KING, Andrew A.		60	3	323-327
		62	2	127-134
KIRKPATRICK, Waiter G.	(Co-Author)	58	3	272-284
KLINE, Susan L.	(Co-Author)	65	4	412-428
KLUMPP, James F.	(Co-Author)	65	1	1-11
KRAMER, Cheris		60	1	14-24
LAPIDUS, Laurence A.		62	2	167-178
LAZENBY, Waiter		LVII	1	50-56
*LECOAT, Gerald C.		62	2	157-166
LEE, Richard R.		LVI	3	270-276
LEFF, Michael C.	(Co-Author)	60	3	346-358
	(Co-Author)	60	4	459-467
*LIGHTFOOT, Marjorie L.		LVII	2	193-203
LOGUE, Carl M.		62	4	400-409
LOMAS, Charles W.		LVI	3	296-303
LONGMAN, Stanley V.		60	2	212-224
LUCAS, Stephen E.		59	4	452-462
LUNDY, Susan Roth	(Co-Author)	66	4	407-417
LUST, Annette		LVII	3	291-297

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<u>AUTHOR</u>		<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
LYNE, John R.		66	2	155-168
MACKSOUD, S. John	(Co-Author)	LVII	2	140-146
*MARKER, Frederick J.	(Co-Author)	61	4	416-428
*MARKER, Lisa Lowe	(Co-Author)	61	4	416-428
*MATLOCK, Cynthia		59	3	304-310
MC EDWARDS, Mary G.		LVII	2	173-180
MC GEE, Michael C.		LVI	2	196-204
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		63	1	28-42
		66	1	1-16
MC GUIRE, Michael		62	2	135-144
		63	1	1-13
MC HUGHES, Janet Larsen		63	2	168-179
MEASELL, James S.		60	4	468-476
MERRIAM, Allen H.		61	3	290-306
MERRITT, Russell L.		61	2	129-139
*MESSENGER, Ann P.		58	3	307-312
MOHRMANN, G.P.	(Co-Author)	60	3	346-358
	(Co-Author)	60	4	459-467
	(Co-Author)	62	2	145-156
MORGAN, Rick		64	1	86-96
MOWRE, Gregory	(Co-Author)	58	2	142-151
*MULLEN, Donald C.		LVI	1	54-60
MURPHY, Patrick		LVII	3	284-290
*MURPHY, Robert P.		LVII	3	284-290
		58	1	41-47
NEWMAN, Robert P.		LVI	2	168-170
		61	2	113-128
NICKOLS, Harold J.		60	3	279-288
NOBLES W. Scott	(Co-Author)	58	2	142-151

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<u>AUTHOR</u>	<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
*O'DONNELL, John H., III.	65	2	150-156
ORR, Jack C.	66	1	17-32
OSBORN, Michael	63	4	347-363
PAGE, Malcolm	LVII	2	214-220
PATTERSON, J.W.	LVI 65	3 1	284-295 36-55
PATTON, John H.	63	3	249-257
PEARCE, W. Barnett	(Co-Author) 66	3	239-250
PEASE, James A.	66	1	73-84
PERRY, John	58	3	322-326
POST, Robert M.	(Co-Author) 59 58	4 1	436-442 15-30
POWLICK, Leonard	60	1	25-32
RARICK, David L.	63	3	258-273
RASMUSSEN, Kathleen M.	60	2	190-200
RAY, John W.	64	4	361-375
*REACH, W.A.D.	LVI	2	179-186
*REIVA, Michael	LVI	1	75-84
RICKERT, William E.	62	3	250-255
*ROGERS, Pat	61	1	70-75
ROSENFELD, Lawrence W.	60	4	489-486
ROSENTHAL, Paul I.	LVII	4	391-401
RONNING, Robert	63	1	51-58
RYAN, Halford, Ross	65	2	137-149
SAIPER, Donald R.	LVII	2	129-133
SCHNEIDER, Valerie	59	3	330-336
*SCHRERO, Elliot M.	60	3	289-295

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<u>AUTHOR</u>		<u>VOL.</u>	<u>NO.</u>	<u>PAGES</u>
SCHULTZ, Stephen C.		61	4	428-238
SCHWARTZ, Ruth E.	(Co-Author)	LVII	1	32-42
*SCHWEIK, Robert C.		61	1	23-30
SCOTT, F. Eugene	(Co-Author)	62	2	145-156
*SELIGMAN, Kevin L.		60	1	39-44
SHEARER, Ned A.		58	4	408-417
SIMONS, Herbert W.		LVI	1	1-11
*SKLOOT, Robert		LVI	4	426-431
		61	3	265-270
SKOPEC, Eric Wm.		64	4	400-408
SMILEY, Sam		LVII	2	148-152
SMITH, Arthur L.		LVI	3	264-269
SMITH, Cray R.	(Co-Author)	65	4	347-363
SMITHERMAN, Geneva	(Co-Author)	62	1	26-30
SOLOMON, Martha		65	3	262-274
SPEAR, Richard		LVII	3	306-313
*SPEER, Diane Parkin		LVI	3	277-283
SPENCE, Patricia		60	1	92-99
STEVENS, C.J.		LVII	1	83-88
STEWART, John R.		58	2	123-133
		64	2	183-201
STRINE, Mary S.		64	3	246-266
SUDOLL, Ronald A.		65	4	379-391
SWANSON, David L.		59	1	31-40
		63	3	239-248
*THEALL, Donald F.		61	3	271-278
THOMPSON, Wayne N.		58	2	134-141
		65	3	303-310
(Co-Author)		66	4	407-417

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TOMPKINS, PHILIP K.		62	1	40-48
VATZ, Richard E.	(Co-Author)	60	4	477-488
VOLPE, Michael		63	3	311-323
*WAAL, Carla		LVII	1	75-82
WALLACE, Karl		58	4	387-395
WANDER, Philip C.		LVII	1	57-62
	(Co-Author)	58	4	441-450
WARNICK, Barbara		65	3	250-261
WEEDON, Jerry L.		LVI	4	378-387
WEIHER, Carol		63	4	405-412
*WEIDHORN, Manfred		58	2	161-174
WENZEL, Joseph W.	(Co-Author)	65	3	289-302
WIETHOFF, William E.		64	3	304-312
WILLIAMS, Robert C.		63	4	395-404
WILKIE, Richard		60	4	450-458
WILLS, John W.		LVI	4	398-405
WILSON, M. Glen		60	1	47-57
WINDT, Theodore Otto, Jr.		LVII	1	11-22
		58	1	1-14
	(Co-Author)	60	4	477-488
*WINTERCWD, Ross W.		LVI	2	161-167
WOOD, Julia T.	(Co-Author)	66	3	239-250
WOODS, David L.		LVII	2	221-228
WOOTEN, Cecil W.		59	2	209-212
YOUNG, M. James		58	3	327-337
*ZANGER, Jules		60	1	33-38

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ZAREFSKY, Daivd	65	4	364-378
ZARTMAN, Bruce H.	LVII	2	153-162

* Designates authors that appear to be located outside Speech-Communication Association Departments. Errors possible and especially true of theatre.

APPENDIX 2

Citations of Authors Published in QJS 1970-1980 From Pool of Selected Authors Representing Articles

AUTHOR	ARTICLE CITED			CITATIONS S-CJ			OTHER			A&HCI Year
	Vol.	Pg.	Yr.	Author	Jr.	Vol./Pg./Yr.	Author	Jr.	Vol./Pg./Yr.	
ABEL (co-au) w/Post	59	436	73	Miller	CSSJ	3/332/79				1980
ANDREWS	57	324	71				*Wallenstein	J. Am. Culture	2/ 42/79	1980
BLACK	56	109	70				Wooten	Class. World	72/321/79	1979
	56	109	70	Brummett	CSSJ	30/250/79				1980
	56	110	70				*Wallenstein	J. Am. Culture	2/ 42/79	1980
	56	112	70	Brummett	CSSJ	30/250/79				1980
				Fischli	CSSJ	30/262/79				1980
	56	119	70	Wiethoff	CSSJ	30/211/79				1980
BORMAN	58	396	72				Combs	J. Am. Culture	2/331/79	1980
BURGESS	56	120	70	Sanders	QJS	60/225/74				1978
	56	120	70	Fischli	CSSJ	30/262/79				1980
BYTWERK	61	307	75				Bytwerk	J. Pop. Cult.	13/ 23/79	1980
CAMPBELL, J.A.	64	101	78	Hyde	QJS	65/347/79				1980
CAMPBELL, K.	59	1	73				Harrell	Philos/Rhet.	11/262/78	1978
CAMPBELL, P.N.	59	284,88	73				Beale	Philos/Rhet.	11/226/78	1978
	61	11	70				Wales	Eng. Studies	59/395/78	1978
CARPENTER	63	117	77					Huntington Lib. Quarterly	40/269/77	1978
CONLEY	65	77	79				*Johnstone,C.	Philos/Rhet.	13/ 1/80	1980
DANIEL (co-au) w/Smitherman	62	26	76				*Smitherman (co-au)	Coll. Eng.	41/202/79	1979

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AUTHOR	ARTICLE CITED			CITATIONS S-CJ			OTHER			A&HCI Year
	Vol.	Pg.	Yr.	Author	Jr.	Vol./Pg./Yr.	Author	Jr.	Vol./Pg./Yr.	
DELIA	63	74	77	Wood	Comm Educ.	29/146/80				1980
FARRELL	62	1	76	Hyde	QJS	65/347/79	*Farrell	Philos/Rhet.	12/215/79	1980
	62	1	76				Scott	J. Am. Hist.	66/791/80	1980
	62	1	76							1980
	64	331	78							1980
FISHER, J.Y.	60	175,231	74	Brummett	CSSJ	30/250/79	*Sanders	Philos/Rhet.	11/114/78	1978
	60	175	74							1980
FISHER, W.R.	64	376	78				*Fisher	Philos/Rhet.	13/121/80	1980
FRENTZ (co-au) w/Farrell	62	333	76	Heath	QJS	65/392/79	*Sanders	Philos/Rhet.	11/114/78	1978
	62	333	76				Dascal	J. DESR	4/203/79	1979
	62	333	76				*Farrell	Philos/Rhet.	12/215/79	1980
	62	334	76							1980
*FULKERSON, R.	65	121	79				Meserole	Am. Lit.	52/157/80	1980
*GRIBBEN	62	49	76				Gribben	Browning In.	6/ 87/78	1978
	62	49	76				Gribben	Eng. Lang.	16/ 32/78	1978
GRONBACK	58	421	72				Pendleton	18th Ct.L.	5/ 29/78	1979
HALLORAN	62	241	76	Wiethoff	CSSP	30/211/79				1980
*HASKELL	64	234/242	78	Heath	QJS	65/392/79				1980
HEATH	64	385	78	Crocker	Comm Educ.	29/ 72/80				1980
HOWELL	62	221	76				Harmony	Wm. M. Quart	36/503/79	1979
IVIE	60	337	74				Harrell	Philos/Rhet.	11/262/78	1978
JOHANNESSEN	LVII	373	71				Beltran	Communication	5/ 5/80	1980
JOHNSTONE, C.	60	3	74				*Hahn	Int. J. Sym B.	3/ 87/77	1978

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AUTHOR	ARTICLE CITED			CITATIONS S-CJ			OTHER			A&HCI Year
	Vol.	Pg.	Yr.	Author	Jr.	Vol./Pg./Yr.	Author	Jr.	Vol./Pg./Yr.	
*JOHNSTONE, H.	59	385	73	Brummett	CSSJ	30/250/79	*Fisher	Philos/Rhet.	13/121/80	1980
KIDD	61	31	75				Hart	Rev. Rel. Res.	21/256/80	1980
*LIGHTFOOT	57	193	71				Hornsby	Style	13/162/79	1980
MC GEE, M.	56	201	70				Ward	BK# 05749	1978/ 25/78	1979
	64	141	78							1980
MERRITT	61	129	75	Miller	CSSJ	30/332/79	Landrum	J. Pop FITV	7/339/79	1979
MOHRMAN	60	459	74				Harrell	Philos/Rhet.	11/262/78	1978
POST (co-au) w/Abel	59	436	73							1980
STRINE	64	246	78				Meserole	Am. Lit.	51/445/79	1979
WANDER	57	57	71				Murray	J. Presby H.	58/224/80	1980
WIETHOFF	64	304	78				Cherubin	Itallea	55/469/78	1979
WINDT	58		72				Harrell	Philos/Rhet.	11/262/78	1978
*WINTEROWD	56	161	70				Spillner	Roman Forsc	90/297/78	
ZANGER	60	33	74				Wilmeth	BK# 07244	1978/293/78	1979
							Wilmeth	BK# 10285	1/301/79	1979

TOTAL JOURNAL CITATIONS 55 TOTAL ARTICLES CITED 46

TOTAL BOOK CITATIONS 3

CITATIONS IN SCA JOURNALS 18 -- REPRESENTING 13 ARTICLES
9 AUTHORS

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27 AUTHORS

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4 Citations of authors citing themselves.